

## Message Text

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21

ACTION EUR-12

INFO OCT-01 NEA-09 ISO-00 CIAE-00 DODE-00 PM-03 H-02

INR-07 L-02 NSAE-00 NSC-05 PA-02 PRS-01 SP-02 SS-15

USIA-15 EB-07 TRSE-00 CIEP-02 AID-05 OMB-01 SAB-01

SAM-01 NIC-01 /094 W

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R 120645Z MAR 75

FM AMCONSULS STUTTGART

TO SECSTATE WASHDC 2394

INFO USDOC WASHDC

AMEMBASSY BONN

AMEMBASSY JIDDA

UNCLAS STUTTGART 0247

E.O. 11652: N/A

TAGS: EINV, GW

SUBJ: DAIMLER-BENZ INVESTS IN SAUDI ARABIA

REF: STUTTGART 0886 10/16/74

DAIMLER BENZ AG, STUTTGART AND ITS SAUDI ARABIAN SALES REPRESENTATIVE, E.A. JULAFFI " BROS., HAVE ESTABLISHED A JOINT-VENTURE IN JIDDA TO ASSEMBLE TRUCKS AND BUSES. THE JOINT VENTURE, NAMED NATIONAL AUTOMOBILE INDUSTRY CO., LTD., IS CAPITALIZED AT DM 21.4 MILLION (30 MILL. SAUDI RIYALS) OF WHICH THE SAUDI-ARABIAN PARTNER HOLDS 74 PER CENT, AND DAIMLER BENZ THE BALANCE. THE NEW FIRM IS SCHEDULED TO EMPLOY 450 WORKERS AND TO TURN OUT 5,000 TRUCKS AND BUSES ANNUALLY, PRIMARILY FOR THE SAUDI-ARABIAN MARKET. OPERATIONS WILL BEGIN SOMETIMES IN 1977. A VOCATIONAL TRAINING CENTER FOR ABOUT 80 MECHANICS WILL BE ESTABLISHED.

DAIMLER BENZ SALES TO SAUDI ARABIA HAVE INCREASED SHARPLY IN RECENT YEARS, AND IN 1974 REACHED 1,080 UNCLASSIFIED

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PASSENGER CARS AND 4,000 TRUCKS . ONE FIFTH OF DAIMLER BENZ

EXPORTS OF TRUCKS AND BUSES NOW GO TO ARABIAN COUNTRIES.  
CARLSON

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** AUTOMOTIVE INDUSTRY, TRUCKS, JOINT VENTURES, MOTOR BUSES  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 12 MAR 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975STUTT00247  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D750086-0168  
**From:** STUTTGART  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1975/newtext/t19750357/aaaabyve.tel  
**Line Count:** 63  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STUTTGART 0886, 75 10/16/74  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** woolflhd  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 23 SEP 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <23 SEP 2003 by izenbei0>; APPROVED <31 DEC 2003 by woolflhd>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
05 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** DAIMLER-BENZ INVESTS IN SAUDI ARABIA  
**TAGS:** EINV, GE, SA  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006